



UPDATE

Montana Department of Commerce

Summer Visitation

By Betsy Baumgart, Montana Promotion Division Administrator

This time of year I'm often asked to predict the summer tourism season. Because I don't have a crystal ball, the statistics from the month of May will have to do.

If website inquiries on www.visitmt.com are any indication, we are off to a great start. May showed a 24 percent increase compared to the same time last year. That equates to more than 9,000 user sessions per day.

Glacier and Yellowstone National Parks should continue to be good predictors, as they remain the primary reason non-residents give for visiting Big Sky Country. In May, Glacier National Park reports a visitor increase of 17 percent. The early opening of the *Going-to-the-Sun* road has had a positive effect on these numbers. Even better, Glacier Park Inc., reports that bookings are well ahead of last year. The news from Yellowstone is a little more sedate in that they had a 9 percent decline in visitation in May—perhaps due to poor weather conditions.

National forecasts and trends are on par with 2002 – fewer Americans are traveling overseas as vacations are planned closer to home. Driving vacations are

more popular than flying and Americans have a renewed interest in authentic natural and cultural attractions. This all bodes well for Montana in 2003. Last year we had an increase of 2.3 percent in visitation totaling 9.7 million non-resident visitors. Fifty percent of the visitors came in the summer months of June, July and August. That's ten visitors for every Montana resident spending their time and \$1.8 billion of their money in our businesses and attractions.

So, here is my prediction...barring any unforeseen circumstances, and if Mother Nature doesn't throw us any curves, I think it is safe to say we should be cautiously optimistic for the upcoming season. Here at the Montana Promotion Division we plan to do as well, if not a bit better than last year. I think it is safe for you to plan the same.

Here's to a strong and vibrant summer!

Betsy Baumgart

Pow Wow Trade Show Leads

The Montana Department of Commerce and RMI leads from the Pow Wow International Trade Show can be accessed on the Intranet site in the overseas section at www.travelmontana.state.mt.us.

Tour Operator attendance at Pow Wow was down about 10 percent this year. Pam Gosink, Marketing Program Manager, said she started the show with 25 prescheduled appointments and ended up with 38 total. Gosink was pleased with the quality of leads the show generated.

Linda Anderson, Glacier Country, and Rhonda Harms from the Billings CVB joined Gosink in the booth and did a great job promoting their areas and the state. Other Montana companies that attended with their own booths included West Yellowstone Reservations, Glacier Park, Inc., Montana Rockies Rail Tours, Xanterra and KOA.

Domestic Trade Show Updates

Montana Promotion Division employee Marlee Iverson and Rhonda Harms, Billings CVB, recently attended Springtime in the Park in Washington D.C. The one-day show was put on by the Greater Washington Society of Association Executives.

Affordable Meetings West was held during the same time in San Jose. Cyndy Andrus, Bozeman CVB; Connie Kenney, Butte CVB; Gayle Fisher, Russell Country; and Kristen Stern, FCVB, attended the show along with Iverson. Both shows were well attended and leads are available at www.travelmontana.state.mt.us, or by contacting Marlee Iverson, 406-841-2895, marlee@visitmt.com

Did You Know?

- *Skywest Magazine*, Summer 2003. "Marvelous Montana," feature article highlighting Billings, Bozeman, Butte, Great Falls, Helena, Kalispell, Missoula and West Yellowstone.
- *Outside Magazine*, July 2003. Leading off a feature article on Summer Road Trips is "Montana, Here's The Beef," covering Highway 2 between Havre and Libby.
- *Fish & Fly*, Summer 2003. "Small Stream, Big Sky," feature story covering some choice fishing streams in Montana.
- *Coast to Coast*, June 2003. "Searching for Lewis & Clark," lead article with great cover exposure.
- *American Heritage*, May 2003. "Comparing Notes With Lewis and Clark," feature article.
- *Montana The Magazine of Western History* received a Spur Award from the Western Writers of America for the article "Winter in The Rockies: Winter Quarters of the Mountain Men," by Kerry R. Oman.

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Montana Film Office—2003 Production Update

	PRODUCTION	PRODUCTION COMPANY	LOCATION	MONTH
<i>Music Video</i>	Dave Matthews Band	Crossroads Films	Melville, Livingston	June
	National Lewis & Clark Foundation	Ad Council of America	Crow Reservation	June
<i>Still Shoots</i>	Marlboro Classics Clothing	Rene Sallee Communications	Nevada City, Butte/Anaconda areas	Jan-Feb
	Jeep	Acme Photo Works	Red Lodge, Nye/Bozeman areas	June
<i>Television</i>	Fishers ATV World	Outdoor Channel	Libby area	May
	Interview for Discovery Channel	Pinball Productions	Billings	Apr
	NOVA: Origins of the Universe	Production Group, Inc.	Bozeman area	Mar
	World News Tonight	ABC News	Glacier Park, Helena, Bozeman area	May
<i>Documentaries</i>	Warren Miller's Journey	Warren Miller Entertainment	Helena	Apr
<i>Industrials</i>	Web Cast for PBS	Southwest Video Graphics	Lolo Hot Springs, Wolf Creek, Great Falls	Mar
<i>Assists (assistance provided to production company but project does not film in Montana)</i>				
	TLC Elementary School	Summer Productions	provided MT footage for classroom TV	Jan
	As The World Turns	JC Studios	representing MT County Clerk's office	May
	The Manchurian Candidate	Paramount Pictures	provided MT footage for video montage	Jun

Rock Star Chooses Montana

After sifting through several location options provided by the Montana Department of Commerce, Film Office, rock star Dave Matthews and director Mark Pellington decided on the Melville Church as the location of Matthews' upcoming music video.

A film crew of more than 50 freelance crew members, many of them Montanan's, spent four days shooting a music video entitled "Gravedigger." With the Crazy Mountains as the backdrop, Montana's oldest Lutheran Church became a film set for two days. The other two days were spent shooting around Livingston.

The production company, Crossroads, has filmed many times in Montana and has always had successful shoots here. The location scout worked very closely with the Montana Film Office and once the location was determined the crew set to work to build a graveyard in front of the church. Matthews was only on location for the Melville shoot but the crew took advantage of Livingston's character for other scenes in the video.

Matthews initially met Montana Film Office staff at a Sundance Film Festival Reception sponsored by the office in 2001 and enjoys vacationing in Montana with his family. The popular rock star is preparing for the release of his first solo album in September and "Gravedigger" will be the first video released off the album.

Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

August

- 3-5 Meeting Professionals International, San Francisco
- 23-26 American Society of Association Executives, Honolulu

October

- 2-3 5th Annual L&C Fall Conference, Lewistown (Call 442-4141 for info)

For all of the latest Montana tourism industry information log on to:
travelmontana.state.mt.us.



Travel Montana • Montana Film Office
Montana Department of Commerce

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